



Club Marine SA Boat & Fishing and 4WD Adventure Show - the biggest Show on the calendar in 2010

Just four weeks after distributing the prospectus for the SA Boat & Fishing and 4WD Adventure Show, the Show is already 60% full – and spaces are still filling fast!

Sponsored by Club Marine, the SA Boat & Fishing and 4WD Adventure Show will be held at the newly refurbished Adelaide Showground on 15-17 October, just as people begin gearing up for the 2010 summer season.

Organisers Roadshow Adventures are excited to be able to bring such a massive event to the people of Adelaide.

"People are beginning to talk about this show with great anticipation," said Ian Digby from Roadshow Adventures. "Never before has there been a show of this kind in Adelaide, and the enthusiasm that we have so far seen from exhibitors tells us that we are on to something good!"

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"We are putting a lot of effort into covering all aspects of outdoor recreational pursuits, so that visitors will be able to find something they like, no matter what their interest. And the result will be a show that people are going to talk about for months afterwards!" he said.



SA Boat & Fishing Show 4WD Adventure Show NEWS UPDATE



OCT 15-17 2010



2 great shows in 1



The Ultimate Lifestyle Show – the only place to go for all things outdoors!

The 2010 SA Boat & Fishing and 4WD Adventure Show combines the already successful 4WD Adventure Show with a brand new Boating and Fishing Show, giving visitors two shows for the price of one.

The huge variety of displays will showcase all the latest in boats, boating accessories, electronics, fishing tackle, diving gear, camping gear, jet skis, 4WDs from most major brands, 4WD accessories, caravans and camper trailers, fashions, and a preview of the best destinations to test all this gear out.

Major brands already onboard for the Show include Toyota, ARB, Honda, Engel, Nissan, Quintrex, Matrix, Bayliner and Malibu.

A day out you'll never forget!

Along with exhibitor bookings, organisers are finalising the lineup of entertainment for the Show. Come along to the Show to see expert demonstrations in cooking and fishing, exciting performances on the 4WD Adventure Track, live music, family and children's activities, and much more!

The entertainment and special guests for the Show include:

- Adventurer Malcolm Douglas, who will be presenting his best camp cooking tips and demonstrations.
- Andrew Ettingshausen (ET), rugby league legend and celebrity fisherman, giving his best fishing tips.
- David Hodge (Hodgy) the Barefoot Fisherman, with his expert fishing demonstrations.
- Celebrity Chef Bart Beek will bring a tantalising Mediterranean flavour to his cooking demonstrations.
- The 4WD Adventure Track, purpose built to deliver a thrill to those who just want to see how well their favourite car performs; or for those who can't stand watching and want a little taste of adventure.
- Live fishing demonstrations in the Aquatank.
- The Ferris Wheel will be in full swing, offering fun for all ages.
- Children's entertainment and activities – just to keep the little ones entertained!

To promote the event as a family friendly day out, children under 16 will be admitted to the Show free of charge!

Show promotion

Roadshow Adventures are pleased to announce that the Adelaide Advertiser and Channel 7 have come onboard as Show sponsors. An extensive marketing campaign is currently being devised which will take advantage of print advertising in the Advertiser, as well as television promotion on Channel 7 in the lead up to the Show. Major sponsor Club Marine will provide comprehensive coverage of the Show, including a special preview in their magazine. Other well known trade publications will be supporting the Show's marketing campaign, including Trailerboat, Traderboat and 4x4 Australia magazines. Such a huge events warrants large-scale promotions, and we will be utilising all relevant media to advertise and promote the Show.

Proudly South Australian

Roadshow Adventures is owned and operated by Ian Digby from the Automotive Exhibitors Association. Ian is well known in the industry for presenting the Adelaide Motor Show. He is currently working with local businesses to create the ultimate outdoor lifestyle show.

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